

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method of encouraging a customer to visit a hair salon, said method comprising:

storing in a customer management information database upon the customer's visit to a hair salon, customer information, the customer information comprising a hair length, a hair type, a hair growth rate, a customer preferences, an images of a customer's face, a date of hair cut and hair cut intervals;

extracting customer information from a customer management information database, the customer information stored in the customer management information database by a customer information registering means and a customer number register issuing means;

deriving an expected date of visit of the customer, the expected next date of visit of the customer is derived based on a previous date and time of visit information and average visit interval information of the customer;

retrieving hairstyles that match with preferences of the customer in the extracted customer information from a hairstyle information database in which hairstyle information is stored; and

producing prior to the expected date a direct mail containing suggestions of the retrieved hairstyles that can be applied to the customer based on the extracted customer information when said expected date of visit of the customer is a predetermined period ahead.

2. (cancelled)

3. (cancelled)

4. (currently amended) A computer readable medium storing program code for causing a computer to encourage a customer to visit a hair salon, comprising:

storing in a customer management information database upon the customer's visit to a

hair salon, customer information, the customer information comprising a hair length, a hair type, a hair growth rate, a customer preferences, an images of a customer's face, a date of hair cut and hair cut intervals;

extracting customer information from a customer management information database, the customer information stored in the customer management information database by a customer information registering means and a customer number register issuing means;

deriving an expected date of visit of the customer, the expected next date of visit of the customer is derived based on a previous date and time of visit information and average visit interval information of the extracted customer information;

retrieving hairstyles that match with preferences of the customer in the extracted customer information from a hairstyle information database in which hairstyle information is stored; and

producing prior to the expected date a direct mail containing suggestions of the retrieved hairstyles that can be applied to the customer based on the extracted customer information when said expected date of visit of the customer is a predetermined period ahead.

5. (currently amended) An apparatus for encouraging a customer to visit a hair salon, said apparatus comprising:

input means via which information related to the customer is input into said apparatus;  
a first database in which information related to the customer is stored;  
a second database in which information related to latest hairstyles is stored; and  
a processing part including an registration program for registering information into said first and second databases and direct mail sending program that derives an expected date of visit of the customer using data obtained from said first database based on previous date and time of visit information and average visit interval information of the customer and, when said expected date of visit of the customer is a predetermined period ahead, retrieving hairstyles from the second database that match with a preference of a hairstyle in the customer information extracted from a first database to produces produce a direct mail containing suggestions of hairstyles that can be applied to the customer using data obtained from said first and second databases.

6. (original) The apparatus as claimed in claim 5, wherein said first database includes fields related to data such as customer number, management number, name, sex, postal address, E-mail address, telephone number, mobile telephone number, birthday, age,

occupation, direct mail sending interval, direct mail producing interval, normal visit interval, previous date of visit, previous length of hair (front, back, outer and inner), growth rate, type, diameter, number of visits, shortest visit interval, average visit interval, longest visit interval, an image of the face and an image of the total body.

7. (original) The apparatus as claimed in claim 5, wherein said second database includes fields related to data such as style code, required length (front, back, outer and inner), image file name of the face, image file name of the total body, type of hair, diameter of hair, and whether it is a trend or not.

8. (previously presented) The method as claimed in claim 1, wherein the customer is an individual customer and the suggestions of hairstyle are made with reference to the individual customer's present hair condition.

9. (new) A method of encouraging a customer to visit a hair salon, said method comprising:

storing upon the customer's visit to a hair salon, information about a customer, the information about the customer comprising a hair length, a hair type, a hair growth rate, an images of a customer's face, a date of hair cut and hair cut intervals; and

producing a direct mail solicitation containing an image of a possible hair style applied to the facial image of the customer, the possible hair style applied to the image of a customer produced by correlating the hair length, the hair type, the hair growth rate and the date of hair cut with a hair length and a hair type of a plurality of stored possible hair styles.